



BINGHAMTON LOCAL DEVELOPMENT CORPORATION
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**Entrepreneurial
Assistance
Program**

BINGHAMTON 2017 BUSINESS PLAN COMPETITION

Business Development Workshop

Holiday Inn Arena, LaTasse Room
February 15th 5:00-8:00

A free workshop is being offered for entrants in the 2017 Business Plan Competition. Topics include writing a business plan, legal structure, marketing, funding sources and financial analysis.

Jan Hertzog, Robert Murphy, Laura Holmes

Merlin Joseph
Bank Financing

Sabina Mora
Public Sector Financing

Break
Coffee and Networking

Cheryl Fabrizi
Marketing Plan and Strategies

Laura Holmes
Visualizing your Business

William Graves, Esq.
Legal Structure and Organization

Bonnie Drumm
Presenting your Business

Damien Cornwell
Social Media

PANEL OF SPEAKERS

5:00 INTRODUCTION

5:20 BUSINESS FINANCING

6:00 BREAK

6:30 MARKETING

7:00 VISUALIZING YOUR BUSINESS

7:30 PITCHING YOUR BUSINESS



THE AGENCY
BROOME COUNTY IDA / LOC



PALMER J. PELELLA
ATTORNEY AT LAW

**Davidson Fox
& Company**
Certified Public Accountants